



# Erlenbacher

Passion & Cakes since 1973

## crazy cheesecake club

**RIGHT ON TREND WITH  
THE NEW CHEESECAKE GENERATION!**

**DISCOVER ALSO  
OUR VEGAN  
CLUBMEMBER!**

# CHEESECAKE MADNESS!

## BETWEEN PURE MADNESS AND ABSOLUTE HAPPINESS:

Cheesecake is on everyone's lips!  
Everyone adores it, loves it, wants it.

It comes in all kinds of looks,  
colours and shapes – and there's  
something for every taste!  
Because cheesecake is simply  
wonderfully versatile.

### THE ERLENBACHER crazy cheesecake club

For the most edible, incredible,  
loveliest, freshest,  
tastiest, craziest and best  
of them, there is now the  
Erlenbacher  
Crazy Cheesecake Club.  
Only here will you find  
the cheesecakes you never  
even dreamt of!  
Well then: Go for it,  
head over heels!



# CRAZY FOR CHEESECAKE!

Studies show that the potential of cheesecake is a long way from being fully exploited. People just can't get enough!



## Crazy Fact No 1

Cheesecake is one of the most popular cakes of all – even ahead of chocolate and fruit cake ...\*

## Crazy Fact No 2

People love cheesecakes in all forms: with fruit, chocolate, vanilla, caramel or, or, or...\*

**ALL  
INSANELY  
CREAMY!**



# **CRAZY IS THE NEW NORMAL WITH OUR CRAZY CHEESECAKES**

## **WHAT MAKES THESE CHEESECAKES SO CRAZY?**

When it comes to cheesecake, consumers are particularly curious and expect exciting variety. Cheesecakes are experiencing a worldwide mega-boom in themselves. In the Crazy Cheesecake Club we put the latest trends into practice:

### **Fusion food trend:**

Bake a new highlight from two popular classics, for example the Cheesecake Topped Apple.

### **Multi-sensory trend:**

Experience creamy and crunchy textures in one bite: try our Caramel Brownie Cheesecake!

### **Eye-catching food trend:**

Never-before-seen product creations and unusual toppings are exactly our thing: one of them is the Carrot Cake meets Cheesecream!

### **Vegan or plant-based trend:**

Cake-crazy as we are, we've gone all out: purely plant-based and yet just as delicious. Our Creamy Cakes are simply crazy!

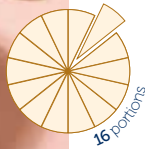




## TWO IS TWICE AS GOOD:

### CHEESE CAKE TOPPED APPLE CODE 8110518

We have simply added up two of the most popular cakes: Cheesecake + Applecake = Cheesecake Topped Apple! And lo and behold: The calculation works. A crunchy crumb base with a creamy, cinnamon enhanced cheesecake filling is paired with a light cheesecake. And the crowning glory: crisp, freshly peeled apple slices, cinnamon-sugar decoration and fruity glaze.



weight	measurements	weight/portion	pieces/case
1,800 g	ø 24 cm	approx. 112 g	4

**Defrosting instructions:** At room temperature (21 – 22 °C) whole cake for about 5 hours.



## CRAZY MIXTURE:

### CARROT CAKE MEETS CHEESECREAM CODE 8110520

America tastes great again! We combine two American classics and fill a nutty, juicy carrot cake with creamy cheesecake and put both in the baking oven. We round it all off with a bonnet of silky cream cheese frosting and caramelised walnuts. Can you think of anything else? Absolutely: the yellow fondant threads for crazy accents! USA! USA!



weight	measurements	weight/portion	pieces/case
1,250 g	ø 24 cm	approx. 78 g	4

**Defrosting instructions:** At room temperature (21 – 22 °C) whole cake for about 5 hours.



## OPPOSITES ATTRACT EACH OTHER!

### CHEESE CAKE SALTED CARAMEL CODE 8110516

Sweet or salty was yesterday! At the Crazy Cheesecake Club there are no ifs and buts, only pure, crazy enjoyment! Bringing together what belongs together! A crunchy dark cocoa crumb base, a light and a caramel cheesecake layer – and a salted caramel sauce and crunchy dark chocolate chunks on top. You can't say no to that, can you?



weight	measurements	weight/portion	pieces/case
1,750 g	ø 24 cm	approx. 109 g	4

**Defrosting instructions:** At room temperature (21 – 22 °C) whole cake for about 5 hours.

\*\* Superior Taste Award, based on the Sensory Analysis Results.

## FOR CRUMBLING IN:

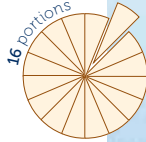
### COOKIES & CREAM CHEESE CAKE SUPREME

CODE 8110435

Beware: Anyone who has a weakness for delicious cookies is likely to fall for this masterpiece. Just the thought of this particularly creamy cheesecake on a dark biscuit crumb base can drive you into a frenzy of indulgence. A sinfully delicious combination that simply makes everyone and everything go weak.



weight	measurements	weight/portion	pieces/case
1,700 g	ø 24 cm	approx. 106 g	4



**Defrosting instructions:** At room temperature (21 – 22 °C) whole cake for about 5 hours.

## CARAMEL EMERGENCY?

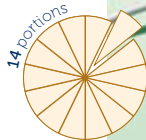
### CARAMEL BROWNIE CHEESE CAKE SUPREME

CODE 8108519

You're faced with a sudden caramel emergency? Then bring on our Caramel Brownie Cheesecake Supreme: A slightly salty crumb base, delicious caramel cream, juicy brownie cubes and crunchy walnuts! Oh yes, and then we place everything on a mascarpone cheese mixture infused with chocolate drops and finish off the cake with dark squiggles. That's how crazy we are!



weight	measurements	weight/portion	pieces/case
1,950 g	ø 24 cm	approx. 139 g	4



**Defrosting instructions:** At room temperature (21 – 22 °C) whole cake for about 6 hours.

## BLUE MADNESS:

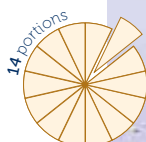
### BLUEBERRY CHEESE CAKE SUPREME

CODE 8108523

Our cheesecake with the crazy heart of juicy blueberries and fruity blueberry fruit compote will make your taste buds go crazy! Swirled into a particularly creamy mascarpone cheese mixture and with a slightly salty crumb base, it is made for indulging in a uniquely creamy-crazy experience.



weight	measurements	weight/portion	pieces/case
1,900 g	ø 24 cm	approx. 135 g	4



**Defrosting instructions:** At room temperature (21 – 22 °C) whole cake for about 5 hours.

# CRAZY! CREAMY! VEGAN! WOW!

Our new cheesecakes are not only super fruity, but also insanely creamy. And, crazy as it sounds, they are also vegan and plant-based.

We produce the shortcrust pastry with vegetable margarine and ground nuts. Our specially developed creamy filling is purely plant-based.

We only use selected fruits for the fruit preparations and cook them with care ourselves. And, because we are just mad about cheesecake, we add a cheeky fruit topping, too.

**WOW  
HOW  
CREAMY!**



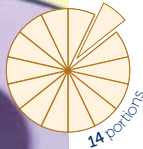
## WOW, IT'S VEGAN!

**CREAMY BLUEBERRY  
VEGAN CHEESE CAKE-ALTERNATIVE**  
CODE 8110581

Insanely creamy, crazily fruity and yummy down to the last bite. And of course, it's vegan and plant-based. A shortcrust pastry base with a gentle nutty note. A creamy, white and blue layered filling, finished with our own blueberry fruit preparation. And even more blueberries as a topping. It might sound crazy, but it tastes insanely good! No question.



**VEGAN**



weight	measurements	weight/portion	pieces/case
1,525 g	ø 24 cm	approx. 108 g	4

**Defrosting instructions:** In the refrigerator (6 – 7 °C) whole cake for about 10 hours.



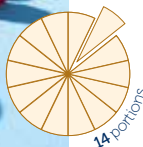
## THAT CREAMY CAN VEGAN BE!

**CREAMY RASPBERRY  
VEGAN CHEESE CAKE-ALTERNATIVE**  
CODE 8110594

Insanely good! This vegan and plant-based madness starts with a shortcrust pastry base with a gentle nutty note. This is topped with a creamy filling, which includes tasty drops of our own raspberry fruit preparation. The whole thing is topped with delicious raspberries. Pure madness!



**VEGAN**



weight	measurements	weight/portion	pieces/case
1,575 g	ø 24 cm	approx. 112 g	4

**Defrosting instructions:** In the refrigerator (6 – 7 °C) whole cake for about 10 hours.

\*\* Superior Taste Award, based on the Sensory Analysis Results.



## TURN YOUR CUSTOMERS INTO CHEESECAKE FANS TOO!

How about club cards and discounts for regular customers?  
 What about trading cards or regular Crazy Cheesecake Club events?  
 Think crazy, because no idea is crazy enough!

### All cheesecakes at a glance:

Code	Description	Weight	Weight / portion	Pieces per case	Pre-cut portions	Cases per pallet/layer	EAN case
8110518	Cheesecake Topped Apple	1,800 g	approx. 112 g	16	4	72/6	4004311505182
8110516	Cheesecake Salted Caramel	1,750 g	approx. 109 g	16	4	72/6	4004311505168
8110520	Carrot Cake meets CheeseCream	1,250 g	approx. 78 g	16	4	72/6	4004311505205
8108523	Blueberry Cheesecake Supreme	1,900 g	approx. 135 g	14	4	72/6	4004311085233
8110435	Cookies & Cream Cheesecake Supreme	1,700 g	approx. 106 g	16	4	72/6	4004311504352
8108519	Caramel Brownie Cheesecake Supreme	1,950 g	approx. 139 g	14	4	72/6	4004311085196
<b>VEGAN CHEESECAKE-ALTERNATIVE</b>							
8110581	Creamy Blueberry	1,525 g	approx. 108 g	14	4	72/6	4004311505816
8110594	Creamy Raspberry	1,575 g	approx. 112 g	14	4	72/6	4004311505946

**Crazy for even more cheesecakes?**  
 Come and explore the complete Erlenbacher range and knowhow. Simply scan and be amazed:

